



# NEW RETAIL DEVELOPMENT





**Surprise, Arizona** is one of the fastest growing communities in the United States and on a path to become a city of more than a half-million population. Extraordinary, given that 25 years ago the City was home to less than 4,000 people. Today Surprise is the 11th largest city in Arizona and is home to 107,593 people with a planning area of 309 square miles.

### Housing Permit Projections

Fiscal Year	# of permits issued
2008	800
2009	700
2010	700
2011	700
2012	840
2013	840
TOTAL	4,580

### Population Projections

Year	Housing Units	End of the Year %	Population Change
2007	52,943	105,129	+5%
2010	67,446	146,890	+40%
2020	105,215	268,359	+82%
2030	140,100	401,458	+49%
2040	249,000	644,400	+60%
Build Out	326,923	850,000+	+32%

### Business Growth

Business licenses (2006)	413
Business licenses (2007)	498
Commercial permits (2006)	256
Commercial permits (2007)	284

### City Sales Taxes

Sales Tax (except groceries)	8.5%
Bar/Restaurant Tax	9.5%



# Surprise, Arizona 2008 Top Ten Retail Needs

Category	% Market Fulfilled	Opportunity Gap
Non-Retail Stores	0%	\$79,227,826
Warehouse Clubs	0%	\$75,441,380
Clothing	<1%	\$39,060,538
Hardware Stores	<1%	\$12,821,159
Special Foodservices	2%	\$11,125,813
Beer, Wine, Liquor Stores	0%	\$10,740,993
Computer and Software Stores	2%	\$6,155,860
Household Appliances	0%	\$6,141,621
Outdoor Power Equipment	0%	\$2,534,494
Camera and Photographic Equipment	0%	\$1,289,813

Residents’ Requests: So which businesses are requesting the most? The current list of most frequently suggested businesses include JoAnn Fabrics, Costco, Sweet Tomatoes, P.F. Changs, Fry’s Electronics, Hobby Lobby, Whole Foods, Apple Store, Black Angus, and Chompies.

## What Surprise is Looking For:

- Business that accommodate the residents’ needs and eliminate/minimize sales tax leakage
- Restaurants and retail shops that are new to the West Valley or Arizona marketplace
- Destination retailers that draw from a larger trade market area and bring new sales tax dollars to the City
- A master-planned walkable commercial development that focuses on promoting use through architecture, areas for outdoor music, and retail/office/entertainment clusters

## City of Surprise Demographics

Current Population:	107,593
Population Increase since 2000:	249%
Median Household Income (2006):	\$60,198
Median Age (2006):	36

## City of Surprise Real Estate

### Residential

Median Home Price (Feb. 2008):	\$236,000
Total Housing Units (2007):	52,943

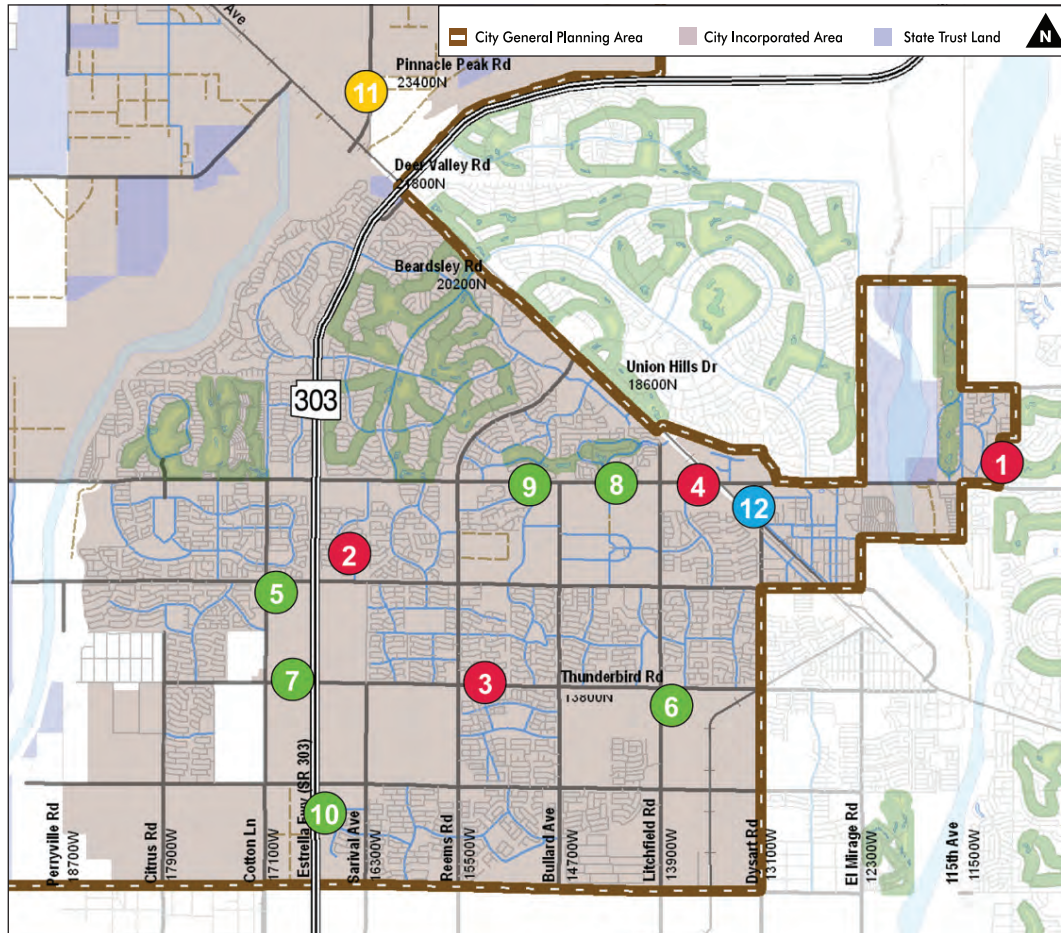
### Commercial

Average Lease Price per sq. ft. (2008):	\$26-28 sq. ft
5-year Projected Retail Availability:	3,514,421 sq. ft.
Commercial Vacancy Rate (2008):	6%



# City of Surprise

## Major Retail Developments

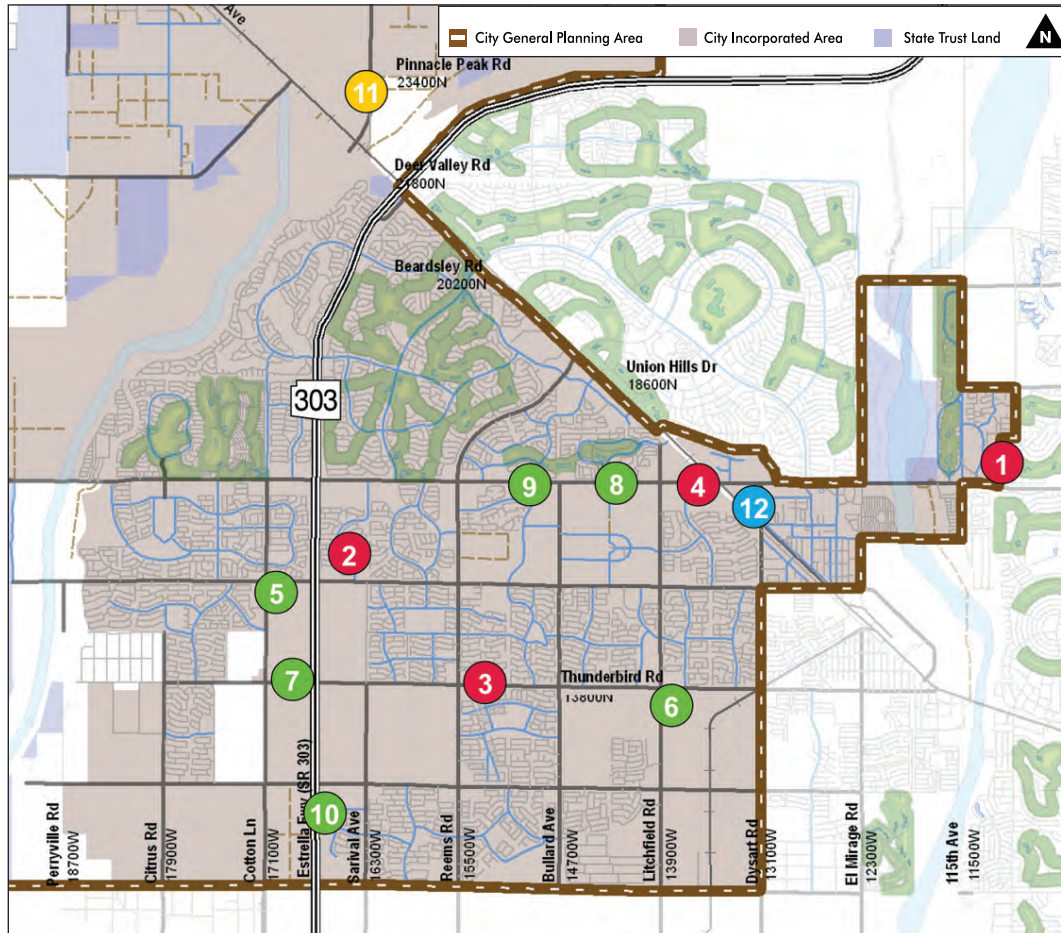


## Existing Developments

- 1 Bell Mar**  
Colorful mixed-use development situated at the eastern gateway to Surprise; located on Bell Road with 70,000 vehicles per day driving by. [www.tag-az.com](http://www.tag-az.com)
- 2 Greenway Crossings**  
Features excellent visibility and access from Loop 303 and Greenway Road; located within a high-population area. [www.rdbdevelopment.net](http://www.rdbdevelopment.net)
- 3 Marley Park Plaza**  
Part of DMB's Marley Park, a mixed master planned community connected to many amenities including retail, office, and medical. [www.marleypark.net](http://www.marleypark.net)
- 4 Shops at Surprise**  
Located in an active retail trade area with excellent demographics; Anchored by a furniture store with pylon signage available and cross access parking with a grocery store. <http://uplandgroup.com/>

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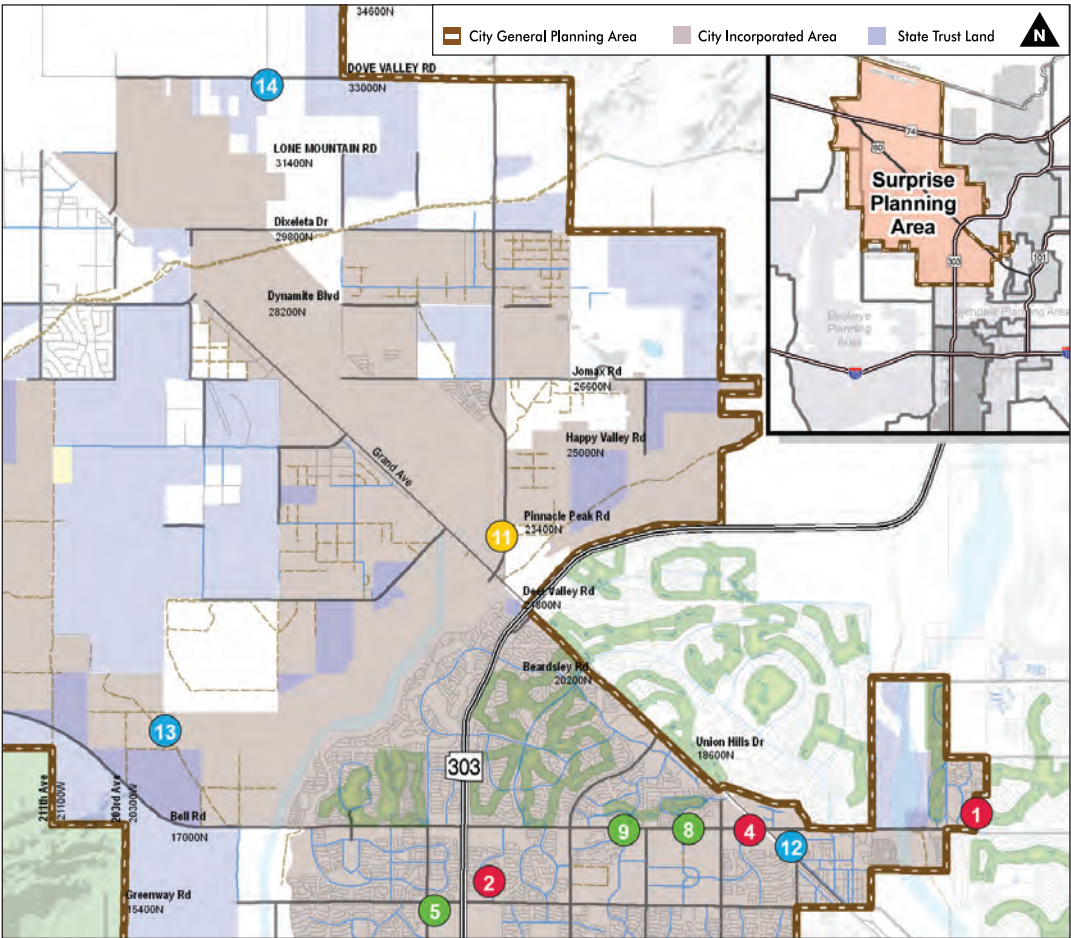
## Under Construction

- 5 Sierra Montana Crossings**  
 Located in an area with emerging retail, medical, and office development that is surrounded by established neighborhoods; project is on prime retail corner and is located near Loop 303 which provides regional access to the development.
- 6 Surprise Pointe**  
 FMixed-use lifestyle and entertainment center featuring a movie theater, bowling center, and variety of upscale retail and restaurants; Project is part of a 900-acre industrial/employment area.  
[www.gvsw.com](http://www.gvsw.com)
- 7 Prasada**  
 Strategically placed along Loop 303 and poised to be Westcor's largest mall in Arizona; development will employ 19,000-20,000 people and includes the state's largest auto mall, an office/medical component, and residential units.  
[www.prasada.com](http://www.prasada.com)
- 8 The City at Surprise**  
 Master-planned urban center designed to be the heart of downtown Surprise; adjacent to the Major League Baseball spring training facility and government center. [www.carefreepartners.com](http://www.carefreepartners.com)
- 9 Stadium Village**  
 Adjacent to new City Hall complex and Major League Baseball spring training facility, home to the Kansas City Royals and the Texas Rangers; development will create a main street atmosphere in our future downtown. [www.lee-associates.com](http://www.lee-associates.com)
- 10 Sycamore Farms**  
 Regional power center strategically located along the emerging Loop 303 corridor. [www.vestar.com](http://www.vestar.com)



# City of Surprise

## Major Retail Developments



## Planned Retail

- 11 Surprise Spectrum Retail Center**  
Surprise Spectrum is planned to be an upscale commercial development boasting more than 1m square feet of retail.  
[www.barclaygroup.net.com](http://www.barclaygroup.net.com)
- 12 Undeveloped/unplanned**  
Several undeveloped parcels exist in Surprise that are opportunities for a developer to create a project from scratch.
- 13**
- 14**

For more information contact the city of Surprise  
Economic Development department today.  
[www.surpriseaz.gov](http://www.surpriseaz.gov)

